

# Research on the Application of Public Physical Education in Colleges and Universities Based on Wechat Public Platform

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**Abstract:** In recent years, with the continuous deepening of the application of Internet information technology, many changes have been brought to college education, and good teaching reform results have been achieved, which has been supported and understood by colleges and universities. In view of some problems existing in the process of Public Physical Education Teaching in Colleges and universities, such as the weak awareness of students' physical education learning, the lack of sufficient communication and interaction between teachers and students, the lack of teaching ability of professional physical education teachers and the lack of teaching evaluation, etc., to a great extent affect the efficiency of Public Physical Education Teaching in Colleges and universities. Based on the teaching advantages of wechat public platform, this paper analyzes the feasibility of its application in college public sports teaching, and puts forward the application strategy of wechat public platform in college public sports teaching, so as to improve the students' theoretical and practical ability of public sports, and to provide excellent professional sports talents for the society.

## 1. Introduction

With the continuous development of Internet technology, it has brought many conveniences to people's life. At the same time, the use of network technology has gradually influenced people's living habits and thinking mode. In this fast-growing society, our country implements the global information integration. With the acceleration of people's life rhythm, it accelerates the speed of new communication tools and various intelligent applications. As a popular instant messaging software, wechat is a social software developed by Tencent in January 2011 for the new social needs. And because of its novel operation interface and powerful functions, this software breaks the traditional text communication mode, realizes multi-mode communication of video, voice, text, picture and other functions, making its registered wechat users break through 100 million in only one year, which is a huge success case in social software. At the same time, in the process of Public Physical Education in Colleges and universities, the traditional physical education teaching mode has been unable to meet the actual teaching needs, and the diversified functions of wechat public platform can break the time and space restrictions, and also meet the current planning of university information reform. Based on the current application and popularization of smart phones, wechat public platform tends to mature. Introducing wechat public platform into college public physical education can effectively make up for the shortcomings of traditional teaching.

## 2. Advantages and Feasibility of College Public Physical Education Teaching Based on Wechat Public Platform

### 2.1 Advantages of Wechat Public Platform Applied to College Public Physical Education

Wechat public platform mainly refers to the exchange and interaction platform that can carry out diversified self-Media activities based on wechat social, communication and other basic functions and provide various services for the public, such as message push, resource sharing, activity organization, information dissemination, etc. The application of wechat public platform in college public physical education has incomparable advantages over traditional physical education teaching mode, mainly in the following aspects: first, it can achieve strong teaching functions. Sports

education application development based on wechat public platform can make use of its powerful text, voice, video and picture editing functions, and cooperate with other personalized services, as shown in Figure 1. On this basis, it can further enrich the content and methods of public sports teaching in Colleges and universities, so as to achieve the expected richer teaching effect. Secondly, the application of wechat public platform in college public sports teaching can effectively break through the limitation of time and space teaching, so that the college public sports teaching is no longer limited by the venue, and can realize the anytime and anywhere learning based on wechat public platform, which will not affect the progress of public sports learning. Finally, wechat public platform is applied in public sports teaching in Colleges and universities, which has obvious interactive advantages. By building public wechat public platform, teachers and students can communicate and learn at any time, and this kind of communication is timely, so as to enhance the emotion between teachers and students, students and care about students' learning difficulties, so as to improve the corresponding public sports Teaching.

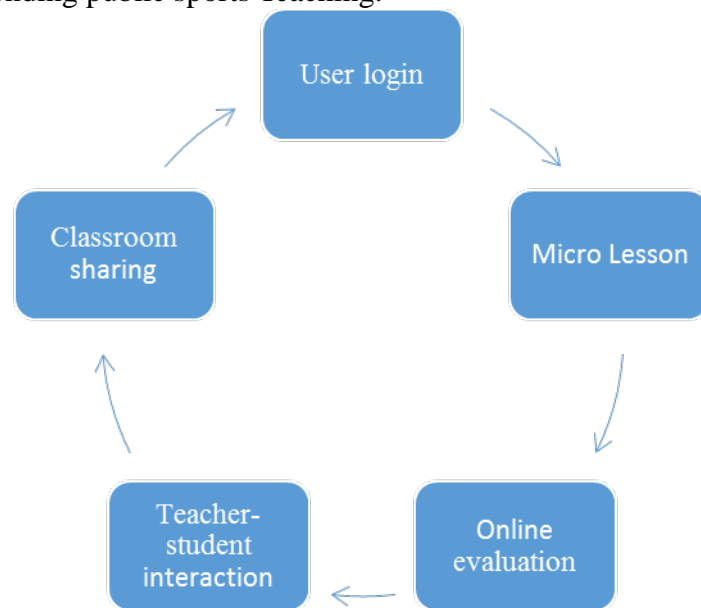


Fig.1 Structure of Wechat Learning Platform

## 2.2 The Feasibility of Applying Wechat Public Platform to College Public Physical Education

It is feasible to apply wechat public platform to college public sports teaching. The implementation of this proposal is in line with the current trend of sports reform and development, and is conducive to promoting the further implementation of national sports. First of all, wechat public platform itself has strong open characteristics, users can search through keywords, pay attention to and consult their own knowledge. Secondly, wechat public platform can be used in public physical education teaching in Colleges and universities to build a mobile learning platform. Based on the universality and functionality of its users, its application teaching has obvious universality. Thirdly, users have great freedom for the push information of wechat public platform. Based on the wechat public platform message push center structure, as shown in Figure 2, including receiving carrier management, task management, data source management and system management, users can learn and communicate by focusing on the information they choose at any time.

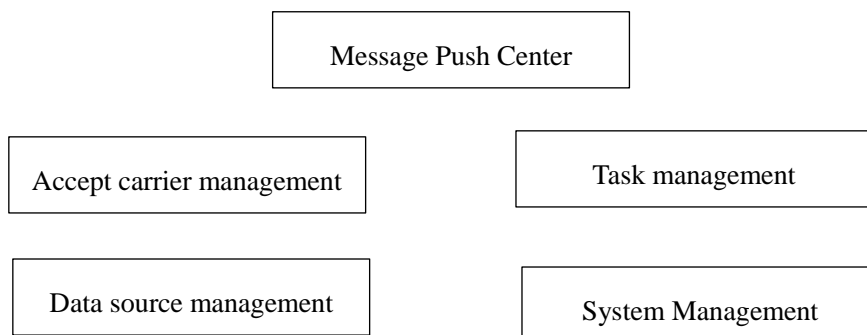


Fig.2 Message Push Center Architecture of Wechat Platform

Finally, the wechat public platform's message push has certain pertinence, which can realize the grouping of students' learning through the powerful background user management function, so as to carry out accurate message push, effectively promote the information construction of Public Physical Education in Colleges and universities, realize the sharing and exchange of teaching resources, and effectively improve the quality and efficiency of physical education in Colleges and universities.

### 3. Problems in the Teaching of Public Physical Education in Colleges and Universities

#### 3.1 Students' Weak Awareness of Sports Learning

Combined with the current teaching practice of Public Physical Education in Colleges and universities, it is found that many college students have little interest in the course of physical education and lack of in-depth cognition and understanding. They prefer to spend more time on self-study, games, leisure, etc., rather than choose physical exercise. For a long time, the lack of students' awareness of sports learning has led to the lack of interest in learning public sports courses in Colleges and universities. In addition, the current way for students to acquire physical education knowledge is usually only in physical education courses, and the proportion of corresponding physical education courses is generally small. Generally, few students collect knowledge and information on their own, which leads to the great limitation of students' cognition and understanding of sports learning, and they are not interested in the learning of public sports in Colleges and universities.

#### 3.2 Lack of Sufficient Communication and Interaction between Teachers and Students

Generally speaking, many colleges and universities have fewer hours of public physical education courses, most of which are 1-2 hours per week, while the corresponding curriculum capacity is very large, and the teaching task of each physical education teaching is very heavy. In this case, physical education teachers always explain the knowledge, in order to teach more time in the limited class hours as much as possible, which also ignores the interaction with students. In addition, based on the current university teaching mode, when teachers finish teaching, the interaction between students and teachers is greatly reduced, resulting in very little emotional interaction and communication between students and teachers.

#### 3.3 Inadequate Teaching Ability of Professional Pe Teachers

At present, colleges and universities in China have very high requirements for the professional ability of physical education teachers, who can be competent for basic public physical education teaching and teach students professional physical education knowledge and skills. However, with the change of the current education situation, the society also puts forward higher requirements for the cultivation of sports talents. Therefore, physical education teachers must continue to learn and improve, in order to truly adapt to the new public sports teaching needs. Under the current situation, it is not only required that the public physical education teachers in Colleges and universities should

be able to carry out basic teaching work, but also to make a reasonable plan for students' physical skill training and personality development.

### **3.4 Lack of Teaching Evaluation**

In the process of public sports teaching in Colleges and universities, teaching evaluation is an important link, which can evaluate the students' learning of sports knowledge and skills. However, in the current process of Public Physical Education in many colleges and universities, the traditional assessment and evaluation method is still used, the implementation of standardized assessment, the lack of skills practice assessment. In addition, some unexpected events of various sports assessment in recent years lead to a great decline in the standard of sports assessment, which greatly reduces the practicability of current sports assessment methods. Under this premise, in the process of public sports teaching in Colleges and universities, students' sports knowledge and skills can not be strictly assessed, which will affect the quality and efficiency of sports teaching, and can not achieve the expected sports teaching objectives.

## **4. The Reform Strategy of College Public Physical Education Based on Wechat Public Platform**

### **4.1 Stimulate Students' Interest in Independent Learning of Sports**

The application of wechat public platform in college public sports teaching benefits from various mobile network terminals. Sports teachers and students can release sports theoretical knowledge and skills through the construction of wechat public platform, and can use various leisure time for fragmented learning, so as to really stimulate students' interest in independent learning of sports. On the one hand, in the process of Public Physical Education Teaching in Colleges and universities, it is necessary to improve students' awareness of information-based autonomous learning, abandon the traditional concept of passive learning, and truly accept and recognize the teaching method of wechat public platform. On the other hand, based on the wechat public platform, college public physical education teachers can take personalized pictures, learning videos, etc. to stimulate students' interest in independent learning of sports, and fully integrate online and offline classes.

### **4.2 Strengthen Communication and Interaction between Teachers and Students**

The application of wechat public platform in college public physical education makes classroom teaching form a bilateral interactive communication platform, which makes teachers' teaching and students' learning form a good interaction, so as to achieve the most ideal effect of public physical education. On the one hand, teachers can exchange learning experience with students through the message function of wechat public platform, or answer learning questions to teachers through the text and language function of wechat. On the other hand, students can also share the daily physical exercise video on wechat public platform, and teachers can consult it in time, so as to form a good communication and interaction between teaching and learning.

### **4.3 Improve the Management Ability of PE Teachers' Wechat Public Platform Teaching**

According to the analysis of the ability of PE teachers in the process of Public PE Teaching in Colleges and universities, the construction of wechat public platform has also increased the teaching pressure of PE teachers to a certain extent, requiring them to constantly improve their teaching ability and professional quality. On the one hand, college public physical education teachers should fully understand the current sports knowledge and skills update, and form a deep understanding of the importance of modern education technology, and actively participate in the training of learning information-based teaching, in order to improve their modern teaching ability. On the other hand, University public physical education teachers should master the use and operation of wechat public platform skillfully, organize learning and operational training, correct their teaching attitude, and prepare for the application of wechat public platform. At the same time, the public physical education teachers in Colleges and universities should not only integrate all kinds of teaching resources in the field of physical education, but also share the resources to improve the overall

public physical education teaching ability of colleges and universities.

#### **4.4 Introduction of Diversified Teaching Evaluation Methods**

The neglect of teaching evaluation is obvious in college public physical education. Therefore, when wechat public platform is applied in college public physical education, diversified teaching evaluation methods should be introduced, students' progress should be paid attention to, students should be encouraged, students should be guided, and students' interest in learning should be stimulated. On the one hand, when wechat public platform is used in public physical education in Colleges and universities, its teaching evaluation should highlight the subjectivity of students, and encourage students to actively participate in physical education teaching through self-evaluation and mutual evaluation, so as to form a good teaching interaction. On the other hand, the application of wechat public platform should scientifically set up teacher evaluation links, so as to effectively promote the development of public physical education courses in Colleges and universities, enhance the emotional exchange between teachers and students, thus forming a harmonious physical education learning atmosphere, and improve the quality of physical education teaching in Colleges and universities.

#### **5. Conclusion**

To sum up, wechat public platform is a popular public communication platform in recent years, which has obvious characteristics of openness, applicability and high degree of user freedom, making it widely used in various fields. In view of some problems existing in the process of Public Physical Education Teaching in Colleges and universities, this paper introduces wechat public platform, innovates new public physical education teaching mode, and puts forward corresponding optimization measures, including stimulating students' interest in independent learning of physical education, strengthening the communication and interaction between teachers and students, improving the teaching management ability of wechat public platform of physical education teachers, and introducing diversified teaching evaluation. In order to improve the quality and efficiency of Public Physical Education in Colleges and universities.

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